



**Missouri Travel Barometer**  
**May 2017 Report**  
**(Data available as of 06/15/17)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**May Report Highlights**

**Lodging Statistics: 2017 Calendar Year to Date through April**

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

**Missouri Lodging:**

ADR up 4.0% -- RevPAR up 3.0% -- Demand down 0.5% -- Occupancy down 0.9%

**SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through March**

- For FY17, a 1.3% (\$126.7 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Mar
- For CYTD17, a 0.5% (\$15.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Mar
- March 2017 saw a 1.9% (\$21.7 million) sales revenue increase compared to March 2016

**Website Visits: 2017 Calendar Year to Date through May**

- Total web visits (main site and mobile visits) were down 16.4% for CYTD 2017 (Jan-May) compared to CYTD 2016
- Total web visits (main site and mobile visits) were down 18.0% for May 2017 compared to May 2016

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through May**

- 56,821 responses for 2017 YTD – a decrease of 35.9% (This is most likely directly related to advertising cuts due to budget withhold.)
- For the month of May alone, responses are down 34.6% for 2017 compared to 2016

**Welcome Center visits: 2017 Calendar Year to date through May**

- For CYTD 2017 the centers are down 1.7% for January - May 2017 compared to the same period in 2016
- For the month of May alone, visits are down 1.4% for 2017 over 2016

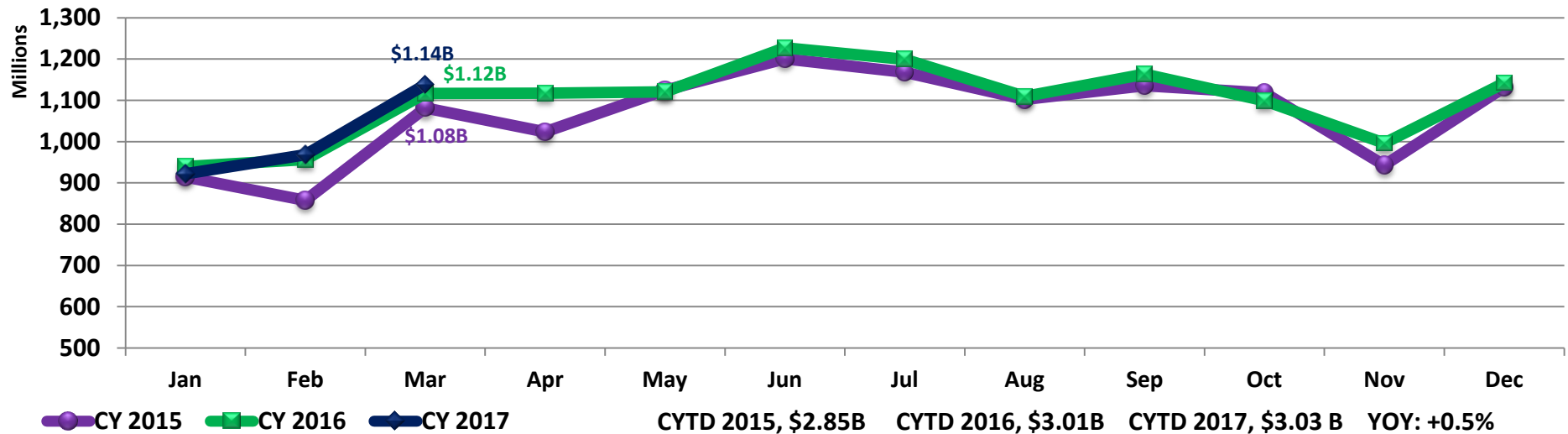
**Commercial airport deplanements: 2017 Calendar Year to Date**

- Columbia up 23.9% for January – April 2017 compared to the same period in 2016
- Kansas City up 5.9% for January – April 2017 compared to the same period in 2016
- St. Louis up 7.0% for January – April 2017 compared to the same period in 2016
- All airports up 4.3% for January – February 2017 compared to the same period in 2016

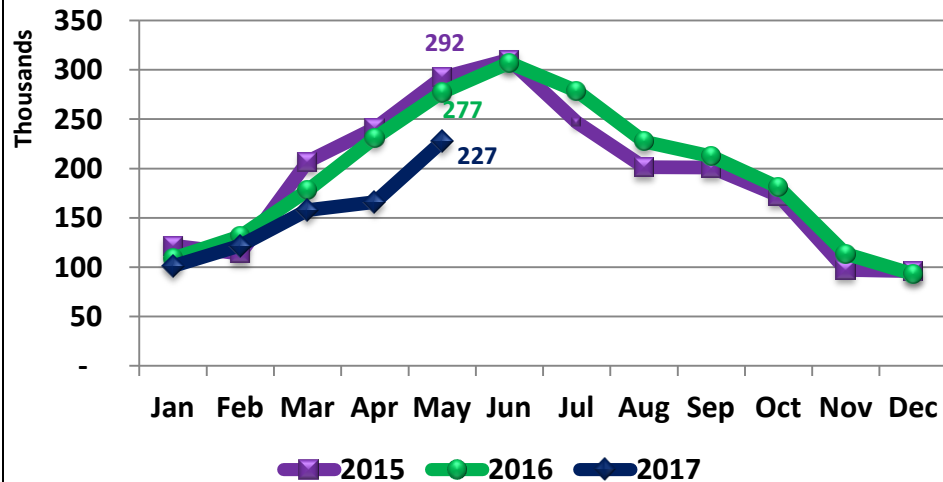
**Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through May**

- Missouri's homepage on VisitTheUSA.com had 3,021 pageviews from Jan-May 2017 (749 during May)
- Top five countries viewing Missouri's page during Jan-May 2017 were Japan, U.K., Canada, Brazil, and France
- Top five countries viewing Missouri's page during May were U.K., France, Japan, Brazil, and Spain
- Visitors from Brazil spent the most time on our page, averaging 7 minutes and 47 seconds compared to an overall average of 2 minutes and 49 seconds

### Sales Revenue from 17 Tourism SICs



### Visits to VisitMO (Full & Mobile Sites) by Month



### YTD Visits to VisitMO by Site

